



New Bang & Olufsen High-End Surround Sound System for BMW 6 Series Coupé has arrived

Introducing the Bang & Olufsen High-End Surround Sound System for the all new BMW 6 Series Coupé – the first in-car sound system developed by Bang & Olufsen for world-renowned car manufacturer, BMW.

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In September 2010, Bang & Olufsen announced the partnership with German car manufacturer, BMW. The fruits of this exciting partnership, the Bang & Olufsen High-End Surround Sound System for the all new BMW 6 Series Coupé, will arrive at dealer showrooms in fall 2011.

"We at Bang & Olufsen are proud to present such a spectacular car sound system for a car as unique as the all new BMW 6 Series Coupé. The cooperation between BMW and Bang & Olufsen is a true win-win for our customers and we very much look forward to bringing this first, joint audio product to the market. This enables the numerous Bang & Olufsen fans among BMW drivers to experience the same Bang & Olufsen sound experience as they do at home," says Tue Mantoni, CEO of Bang & Olufsen.

Now that concept has become reality, it is time to reveal the finer points of the Bang & Olufsen High-End Surround Sound System for the all new BMW 6 Series Coupé.

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High-end sound meets high-end technology

With 16 active loudspeakers driven by 1,200 watts of power, the Bang & Olufsen High-End Surround Sound System for the all new 6 Series Coupé has all the power it needs to deliver rich, convincing sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a homogeneous loudspeaker set-up, while the two potent subwoofers located under the front seats are directly mounted to the body of the car. This BMW-patented design eliminates vibrations from the subwoofers to produce an even cleaner sound performance.

The all new system also incorporates Dynamic Road Noise Compensation, which uses sound data gathered from a microphone mounted in the cabin to constantly adjust the sound according to conditions outside the car, such as rain and changing road surfaces.

Finally, two different sound modes integrated into the all new system create two quite different sound experiences. Studio Mode produces a wonderfully vibrant sound stage that reproduces sound as the artist intended, while the new Expanded Mode widens the sound stage to give passengers the impression that they are in a much larger space.

High-end design

The distinctive new design of the new Bang & Olufsen High-End Surround Sound System for the all new 6 Series Coupé is more than a match for the great sound. With a clean, yet edgy style, which is perfectly integrated into the BMW interior design approach, the new system has a range of impressive design features that discerning consumers have come to expect, as well as some that are unique to this model, such as the Floating Frame solid aluminium grilles. Special mountings separate grille from frame to give the illusion that the grille is floating in mid-air. This space between the grille and frame also houses small LEDs that cast light subtly into the cabin when the system is activated.

The combination of light and sound is most impressively demonstrated when the system is activated. A loudspeaker cover in the centre of the dashboard silently lifts to reveal the large acoustic lens while the embedded LED lights simultaneously turn on – a process we call Light Orchestration. The Bang & Olufsen patented Acoustic Lens Technology distributes sound horizontally with 180° of dispersion to give the best possible acoustic experience from anywhere in front of the speaker. At closer inspection, the acoustic lens cover reveals an additional mid-range loudspeaker that delivers perfectly balanced sound throughout the cabin.

Also unique to the new system is the 'Perl Glanz' (Pearl Gloss) colour and large-diameter, machine-drilled holes that appear in perfect alignment from any angle. As well as maximising airflow through the grilles, the large holes and overall grille appearance perfectly match the edgy, clean interior lines of the 6 Series Coupé. For an added touch of refinement, the Bang & Olufsen name has been laser engraved onto the surface of the majority of the grilles.

A framework for the future

The Bang & Olufsen High-End Surround Sound System for the all new 6 Series Coupé is a perfect match of clean, High-End design and impeccable levels of quality. It balances the integration of proven technology and innovation to deliver a system that meets the exacting standards of a car as prestigious as the BMW 6 Series Coupé.

The new system also heralds the first of what is planned to be a succession of cars from the German auto manufacturer featuring a High-End Bang & Olufsen in-car sound system.

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen.*

Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry.

*Images are available free of charge from the **Bang & Olufsen media centre**:
<http://mediacenter.bang-olufsen.dk>.*

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